GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:110
ANSWERED ON:18.07.2016
Study by FICCI on Rural Tourism
Jena Shri Rabindra Kumar;Tripathi Shri Sharad

Will the Minister of TOURISM be pleased to state:

(a) whether the Government is aware that the Federation of Indian Chamber of Commerce and Industry (FICCI) has conducted a study with regard to the potential of rural tourism in the country;
(b) if so, the details thereof and the reaction of the Government thereto; and
(c) the details of the steps being taken by the Government for promoting rural tourism in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): Ministry of Tourism has not got any study on Rural Tourism conducted through the Federation of Indian Chamber of Commerce and Industry (FICCI).

(c): Ministry of Tourism launched the Swadesh Darshan Scheme in January 2015 for integrated development of theme based tourist circuits. Rural Circuit has been identified as one of the thirteen thematic circuits.

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